Emerging Technology: Generative AI

**Familiarity with Generative AI**
Black and Hispanic consumers were more likely than White consumers to have heard of Generative AI for music (e.g., Amper Music, AIVA, Jukedeck). Hispanic consumers had the least familiarity with Generative AI.

**Privacy, Ethics, and Trust**
Over the past few months, consumers have grown more concerned about privacy issues with Generative AI. The biggest changes in opinion are among White consumers and Gen Z.

**Parents and AI**
In March 2023, more consumers said they had tried new types of technology, such as Generative AI chatbots (e.g., ChatGPT, Bing, Bard), than White consumers. Hispanic consumers were more likely to have tried new types of technology than White consumers.

**Staying Power**
Emerging technology among generations have less privacy and ethics concerns than White consumers. They also feel more optimistic about the future. The biggest changes in opinion are among White consumers and Gen Z.

**Opinions About Generative AI**
In the opinions of Generative AI for music (e.g., Pictory, Synthesia), consumers have grown more concerned about privacy issues with Generative AI to create art or images (e.g., DALL-E, Midjourney, Images.ai). Hispanic consumers are the most concerned about privacy with Generative AI chatbots but half of those consumers have ever used it.

**Generative AI Chatbots**
Most consumers have heard of Generative AI chatbots but less than half of those consumers have ever used it. Black and Hispanic consumers are more likely than White consumers to have tried new types of technology, such as Generative AI chatbots.

**Strongly/Somewhat Agree Summary**
Most of these consumers are among white consumers and Gen Z. Unsurprisingly, younger generations have less privacy and ethics concerns about Generative AI than Boomers. They also feel more optimistic about the future. The biggest changes in opinion are among white consumers and Gen Z.

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This survey was live on March 17-19, April 26-27, and May 24-25, 2023. The online omnibus study is conducted three times a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older. The sample was interviewed via CATI and web.

**April 26-27**
**May 24-25**